



BrainHQ Facts

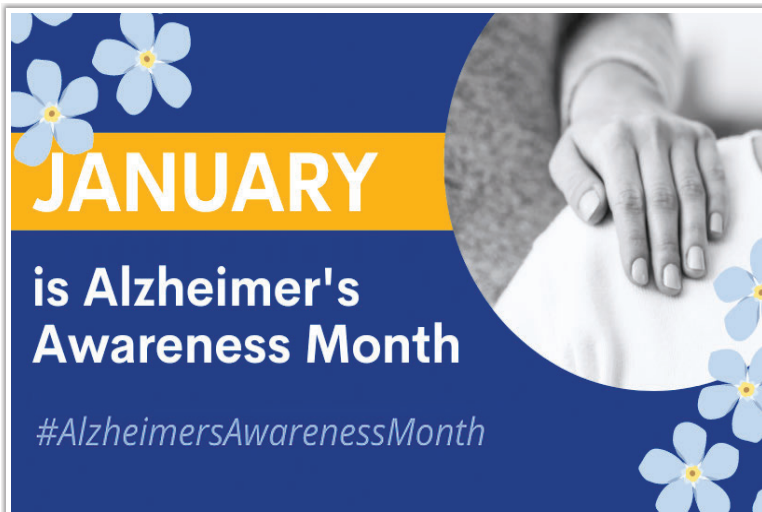


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The brain grows rapidly in the first few years of life. By the age of 6, the size of the brain increases to about 90% of its volume in adulthood. Then, in our 30s and 40s, the brain starts to shrink. The brain shrinks in different areas at different rates. In fact, the shrinkage rate increases even more by age 60 and beyond. A 90-year-old brain typically weighs 1,100 to 1,200 grams, which is 100 or more grams less than a 40-year-old brain. Brain changes can make it harder to recall words and names, focus on tasks, and process new information.



Your ears collect sound but it's your brain that understands it.



Did you know that January is Alzheimer's Awareness Month in Canada? It's a time to learn about dementia and Alzheimer's.

WHY IS THIS IMPORTANT?

If you don't already know someone afflicted with dementia, you most likely will. More than 650,000 people have dementia in this country. What's more, that number is expected to spike by 187%, over the next 30 years, according to the Alzheimer Society of Canada. This means that by 2050, more than 1.7 million people in Canada will have dementia! "But by taking action together, we can work on changing our future." – Alzheimer Society of Canada.

IS DEMENTIA AND ALZHEIMER'S THE SAME THING?

Alzheimer's disease is one form of dementia. There are several types of dementia including vascular dementia and frontotemporal dementia. However, Alzheimer's disease is the most common form of dementia and contributes to the majority of dementia cases.

WHAT'S YOUR RISK OF GETTING DEMENTIA?

While some risk factors for dementia can't be changed – like genetics and age – there are many ways you can take action to reduce your overall risk at any time of life. And the more actions you take, the better!



Ask One of Our Audiologists

Q: How early in life should I have my hearing evaluated?

A: If you are over 50, you should have your hearing evaluated. Research shows that waiting long periods of time to address your hearing loss can negatively impact the health-related quality of life (HRQoL) of individuals and their families. It is often associated with social isolation, increased rates of depression and anxiety, and lessened self-efficacy and mastery. Untreated hearing loss also is linked to accelerated global brain atrophy (shrinking), particularly in the temporal lobe. In order to avoid the negative consequences of hearing loss is to seek treatment early, when your loss is mild.

Regardless of age, if you are noticing any of the symptoms of hearing loss (e.g. difficulty hearing in noisy situations, difficulty hearing the TV compared to others), if your family is suggesting you get a hearing test, or if you have ringing in your ears (defined as tinnitus), then it is time to take the first step and have your hearing evaluated and discuss treatment options.



PROTECT, CHECK AND SUPPORT YOUR HEARING

Hearing loss in midlife can increase dementia risk by an average of 90%. Use hearing aids if needed – they help reduce that risk. Protect your hearing from loud noises. Get your hearing tested.



STAY SOCIALLY ACTIVE

Stay connected and engaged with your family, friends and community. Virtual visits and activities count, too! Social isolation in later life can increase dementia risk by an average of 60%.



AVOID CONCUSSION AND TRAUMATIC BRAIN INJURY

Steer clear of activities where you might put your brain at risk of harm. Follow traffic rules and pedestrian signals. Be aware of your surroundings. Play, travel and work safe!

WHY TREAT YOUR HEARING LOSS?

Treating your hearing loss with prescriptive hearing devices decreases your risk of dementia. Hearing devices can help reduce cognitive decline by improving communication and engaging areas of the brain that weren't otherwise being stimulated.

With improved communication and cognitive function (better brain function), people who treat their hearing loss are usually more socially engaged, which reduces your risk of dementia.

And treating your hearing loss reduces your risk of falls by up to 68%. Research shows the effect is even greater for people who wear their hearing aids consistently. Falls are the most common cause of head injuries in older adults. Lowering your risk of falls lowers your risk of a head injury, which lowers your risk of dementia.

OUR MESSAGE IS CLEAR:

If you want to lower your risk of dementia, treat your hearing loss! Recent research showed that hearing devices reduced the rate of cognitive decline in older adults at high risk of dementia by almost 50% over a three-year period.

And if you already have hearing devices, wear them consistently!

CATCH EARLY, TREAT EARLY.

Call us today to schedule
your comprehensive assessment.

AJAX	905-426-4000
OSHAWA	905-723-2273
PICKERING	905-831-8311
UXBRIDGE	905-852-8888
WHITBY	905-666-7726

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<https://alzheimers.ca/en/about-dementia/how-can-i-reduce-risk-dementia/10-ways-reduce-your-risk-dementia>

<https://www.nih.gov/news-events/nih-research-matters/hearing-aids-slow-cognitive-decline-people-high-risk>

COGNITIVE GAME OF THE MONTH

M L F T O K K E J K N U E V F P H L J B Y N
A C S U A Y E K F W E I X A L V C T T W E I
Y E A I T N E M E D L O S S R L A T L Y S A
T H Z C O G N I T I V E G B W S R V E A G R
L Q H E Y Q B E N L C S C L F B E F Z H E B
D H X M H E A R I N G L A C I D E M Y X K H

WORD SEARCH

BRAIN	LOSS
HEARING	EARS
TEST	HEALTH
COGNITIVE	CARE
DEMENTIA	MEDICAL